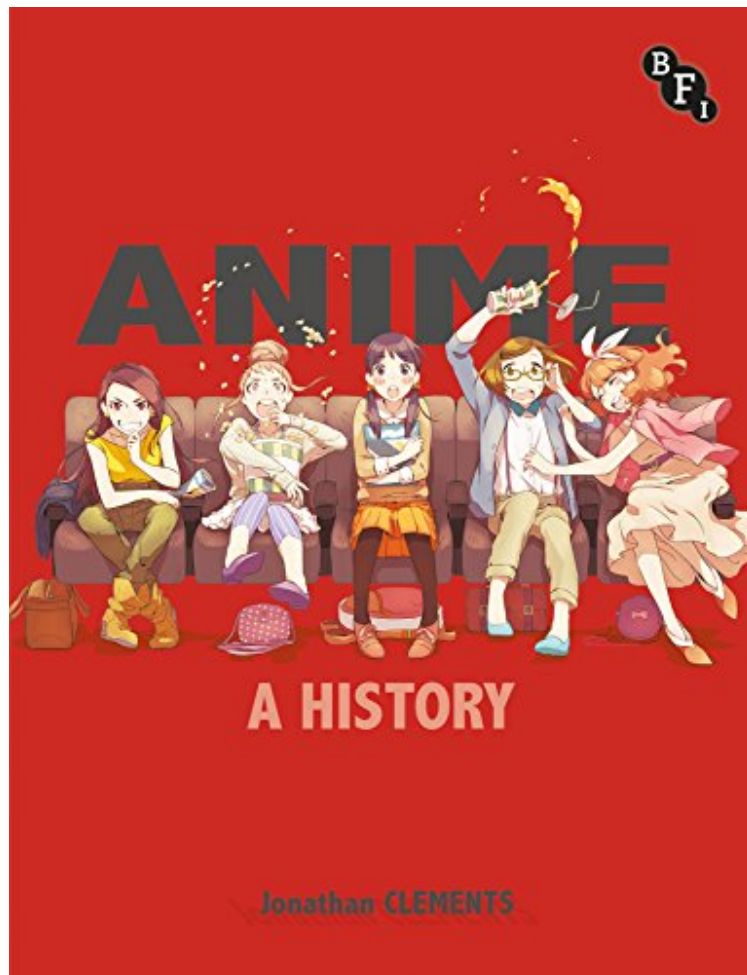


Anime: A History

Jonathan Clements

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Jonathan Clements : Anime: A History before purchasing it in order to gage whether or not it would be worth my time, and all praised Anime: A History:

0 of 0 people found the following review helpful. A great read, can be quite hard to follow the ...By bryanA great read, can be quite hard to follow the narratives of certain personnel at times but overall an entertaining and informing read. It's expensive but its worth every cent.22 of 23 people found the following review helpful. Addictively richBy BrianAn amazing book. Has just the right amount of information, enough to feel complete without reaching into something inessential. If you're into anime you'll get a lot from it, and even if you aren't you might like it.A few of the cool things about this book:Extremely frank about the biases of it's first person sources. By showing what a lot of different people think about something, and why they might think this way, we get a deeper understanding of the subject.The book spends as much time on pre-Tezuka anime as post, covering a range of history that hasn't been covered in other books. It's really interesting to see the first animation studios pop up in Japan, and the chapter on anime during WWII is really really cool. It's a strange choice in some ways, as less was happening during this time

than after, meaning that those chapters feel exhaustive while the post-Tezuka ones are distilled to the highlights. This is not a problem at all, as it makes trends and influences easy to track on an emotional level as you feel the passage of time. 5 of 5 people found the following review helpful. This is a great history of Japanese animation. By Handel This is not only a great book on the history of anime, but one of the best books on the history of animation, period. All too often animation histories tend to play out like gigantic advertisements for a studio, a problem that Jonathan Clements is well aware of. It's refreshing to read a history of animation that attempts to look past these kinds of biases. It also traces some of the economic factors that led to the development of the anime style. Like many others have pointed out, the first half of the book covers the pre-Tezuka era of Japanese animation, and I found these chapters to be especially fascinating. As far as I'm aware, there's nothing really comparable to this book written in the English language.

Japanese animation is at the nexus of an international multimedia industry worth over \$6.5 billion a year, linked to everything from manga to computer games, Pokémon and plushies. In this comprehensive guide, Jonathan Clements chronicles the production and reception history of the entire medium, from a handful of hobbyists in the 1910s to the Oscar-winning *Spirited Away* and beyond. Exploring the cultural and technological developments of the past century, Clements addresses issues of historiography within Japanese academic discourse and covers previously neglected topics such as wartime instructional animation and work-for-hire for American clients. Founded on the testimonies of industry professionals, and drawing on a myriad of Japanese-language documents, memoirs and books, *Anime: A History* illuminates the anime business from the inside; investigating its innovators, its unsung heroes and its controversies.

'Clements writes in his introduction, 'There is... no full-length history of Japanese animation available in English—an omission that this book seeks to remedy, articulating 'anime' as a succession of conceptual systems that form and change throughout the latter half of the twentieth century and into the twenty-first...' And he does exactly what he promises, going into great detail about the history of anime, and also bringing up questions about the meaning and definition of anime that can even cause major otaku to scratch their heads. This book is definitely a must for fans who want a scholarly look into the history of their favorite medium.' - Otaku USA Magazine '[A] scholarly yet engaging history...it adopts a much more rigorous, fact-based approach to previous studies, drawn from primary sources such as industry almanacs, studio histories and autobiographical accounts from key practitioners, in order to chart the evolution of Japan's animation industry as a whole.' - Sight Sound 'This study is authoritative and detailed, and will be essential reading for anime fans and scholars alike.' - P.D. Smith, The Guardian 'Anime: A History provides a comprehensive background of the medium, from the early years of the 20th Century to the contemporary landscape of 3D digital animation, online streaming and fansubs...we highly recommend.' - MyMyMy 'Historian Jonathan Clements traces the evolution of anime by exploring the history of its production and reception over the past 100 years, identifying periods in which cultural and technological developments ushered in new ways of thinking about the basic concept of 'moving pictures.'" - The Japan Times '...a fascinating read.' - The New York Times 'Anime: A History questions the stories we think we know of anime's rises and falls, its heroes and breakthroughs.' - Manga UK 'One of the most important and comprehensive books on anime ever written for the western market.' - Neo Magazine 'Anime: A History is a magisterial effort and will undoubtedly prove invaluable for scholars, particularly in the social sciences, who are interested in the political economy of anime production. Indeed, while Clements may profess to be skeptical of history as a narrative project, his book may well shape the discourse on the subject for years, if not decades, to come.' - LSE of Books "A highly detailed discussion on the history of animation, predominately in Japan and its spread round the world. Unusually, it has a great deal of depth of early 20th century animation...This book touches on a lot of points that are not usually covered in this type of book, allowing the reader to get a more rounded appreciation of the history of anime and the impact Japanese culture, plus its effect on the west and its influence on modern media." - SFCrowsnest.org.uk Clements writes in his introduction, 'There is... no full-length history of Japanese animation available in English?an omission that this book seeks to remedy, articulating 'anime' as a succession of conceptual systems that form and change throughout the latter half of the twentieth century and into the twenty-first...' And he does exactly what he promises, going into great detail about the history of anime, and also bringing up questions about the meaning and definition of anime that can even cause major otaku to scratch their heads. This book is definitely a must for fans who want a scholarly look into the history of their favorite medium.' - Otaku USA Magazine ' [A] scholarly yet engaging history...it adopts a much more rigorous, fact-based approach to previous studies, drawn from primary sources such as industry almanacs, studio histories and autobiographical accounts from key practitioners, in order to chart the evolution of Japan's animation industry as a whole.' - Sight Sound 'This study is authoritative and detailed, and will be essential reading for anime fans and scholars alike.' - P.D. Smith, The Guardian ' Anime: A History provides a comprehensive background of the medium, from the early years of the 20th Century to the contemporary landscape of 3D digital animation, online streaming and fansubs...we highly recommend.' - MyMyMy 'Historian Jonathan Clements traces the evolution of anime by exploring the history of its production and reception over the past 100 years, identifying periods in which cultural and technological

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From the Back Cover
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